

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK2174 – SALES AND PROFESSIONAL SELLING MANAGEMENT

(All sections / Groups)

6th March 2020
9.00 a.m to 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **ONE (1)** page (excluding this cover page), with **FOUR (4)** questions.
2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the **Answer Booklet** provided.

Answer ALL FOUR (4) questions.

Question 1

Describe the **SIX (6)** variables that affect performance across individual sales people and the actions management can take to influence them.

(25 marks)

Question 2

Discuss the characteristics of salespeople who fail in their sales profession.

(25 marks)

Question 3

Discuss the **THREE (3)**, methods of compensating salespeople. In your view which is the best method.

(25 marks)

Question 4

What is Activity Based Costing (ABC)? Explain briefly with the aid of a diagram.

(25 marks)

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